

Event Program



May 28 - 29, 2025

Knott's Berry Farm Hotel • Buena Park, CA

Presented by



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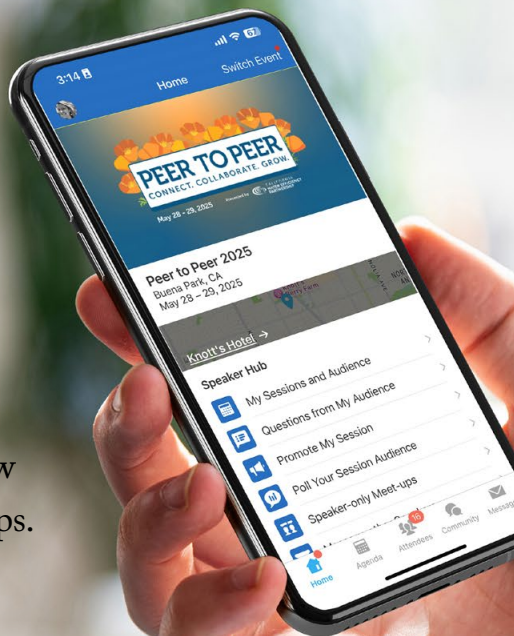
A Chapter of the Alliance for Water Efficiency

This year's event
hosted by



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Welcome to the 9th annual Peer to Peer!

On behalf of the CalWEP Board and staff, we're thrilled you're here!

Let's be honest—Peer to Peer is kind of a big deal. It's not your average conference where you sit in a cold ballroom pretending to understand complicated initialisms and acronyms. This is where the water world comes alive. It's our annual recharge station, our reunion, our water-nerd Woodstock (but with more spreadsheets and less tie-dye).

Over the years, Peer to Peer has become a space for learning, laughing, commiserating, and connecting. Whether this is your ninth time joining us (Hi, old friend!) or your first (We're so glad you're here!), you're in good company. These couple of days are about much more than presentations—they're about the hallway chats that spark new projects, the debates that challenge our thinking, and the unspoken bond we all share from trying to explain our jobs to our families.

Now that the Making Conservation a California Way of Life regulation is here, the road ahead may feel... well, like a winding path lined with implementation checklists. But take heart! We've got an incredible line-up of speakers and sessions designed to energize and equip you. From the ever-entertaining "Controversial Statements" to CII BMP Shark Tank, program design tips, and tech so fresh it practically waters itself, there's something for everyone. The only challenge? Choosing which session to go to. (**Pro tip:** Find a buddy and divide and conquer.)

A huge shout-out to our generous sponsors—you help make this magic happen. Our deepest thanks also go to the planning committee, panelists, and presenters who've poured their heart and expertise into making this event shine.

And of course, hats off to the CalWEP staff. Their behind-the-scenes brilliance, good humor, and organizational skills make Peer to Peer possible. (Seriously, they deserve medals... or maybe just strong coffee.)

Thank you for being here. Thank you for caring. And thank you for everything you do to move our work forward, one drop at a time.

Your esteemed leader,

Charles Bohlig, Chair
California Water Efficiency Partnership
East Bay Municipal Utility District



Event Overview

DAY 1 – WEDNESDAY, MAY 28, 2025

8:00 AM – 9:15 AM	Registration, Light Breakfast, and Exhibitors
8:15 AM – 9:00 AM	Optional Session: Making Conservation a CA Way of Life 101
9:15 AM – 9:45 AM	Opening Session and Host Presentation
9:45 AM – 10:45 AM	Beyond Recovery: Designing Fire-Resilient Landscapes & Infrastructure
10:45 AM – 11:00 AM	Break
11:00 AM – 12:15 PM	Controversial Statements Uncensored: Retiree Edition
12:15 PM – 1:15 PM	Lunch Sponsored by Moen Featuring CalWEP's Awards Ceremony
1:15 PM – 1:45 PM	Desserts and Exhibitors in the Grand Ballroom
Breakout Sessions	Tracks: Making Compliance Count Solutions in Action
1:45 PM – 3:10 PM	Charting the Course to Compliance: CII BMPs Shark Tank Making Compliance Count
1:45 PM – 3:10 PM	Growing Your Team: Strategies for Workforce Development & Retention Solutions in Action
3:10 PM – 3:35 PM	Break
3:35 PM – 4:45 PM	Navigating Future Troubles (NFT): Beyond the Lawn - Scaling California's Landscape Future Making Compliance Count
3:35 PM – 4:45 PM	Speaking Their Language: Effective Communication with Commercial Customers Solutions in Action
4:45 PM – 6:30 PM	Reception Sponsored by Old Castle Infrastructure Featuring Live Music from 6 More Weeks of Winter

DAY 2 - THURSDAY, MAY 29, 2025

8:00 AM – 9:00 AM	Light Breakfast and Exhibitors
8:15 AM – 9:00 AM	Optional Session: Making Conservation a CA Way of Life 201
9:00 AM – 9:45 AM	Second Annual Conservation Cup: Family Feud Edition
9:45 AM – 11:00 AM	World Café: Collaborative Solutions to Common Problems
11:00 AM – 11:15 AM	Break
Breakout Sessions	Tracks: Making Compliance Count Solutions in Action
11:15 AM – 12:15 PM	Bridging the Gap: Where Operations & Efficiency Meet on Water Loss Making Compliance Count
11:15 AM – 12:15 PM	Designing the Future: A WUE Co-Funding Lab Solutions in Action
12:15 PM – 1:15 PM	Lunch Sponsored by Metropolitan Water District of Southern California
1:15 pm – 2:00 PM	Beyond the Buzzword: Real AI Applications for Water Managers Making Compliance Count
1:15 pm – 2:00 PM	Pathways to Inclusive Water Programs: Building an Equity and Engagement Assessment Tool Solutions in Action
2:00 PM – 2:30 PM	Break and/or Matchmaking Activity
2:30 PM – 3:00 PM	Closing and Contest Winners Announced
3:00 PM – 4:30 PM	Optional Tour: Orange County Groundwater Replenishment System (GWRS)



Get your passport stamped by all exhibitors!

Return it by the closing session to enter our door prize drawing.

Day 1: Wednesday, May 28, 2025

8:00 a.m. – 9:15 a.m. Grand Ballroom
Registration, Light Breakfast, and Exhibitors

8:15 a.m. – 9:00 a.m. Skyline B
Optional Session: Making Conservation a CA Way of Life 101

Michelle Maddaus and Nicki Powell, Maddaus Water Management

New to water efficiency or just need a refresher? This optional session offers a clear, accessible overview of California's "Making Conservation a California Way of Life" regulation. The Maddaus Water Management team will break down key requirements, timelines, and terminology with plenty of time for questions. Whether you're brand new or just need to brush up, this is a no-pressure space to get grounded before diving into deeper discussions.

9:15 a.m. – 9:45 a.m. Grand Ballroom
Opening Session and Host Presentation

Tia Fleming, California Water Efficiency Partnership

Charles Bohlig, CalWEP Board Chair, East Bay Municipal Utility District

Rachel Davis and Rachel Waite-Harvey, Municipal Water District of Orange County

9:45 a.m. – 10:45 a.m. Grand Ballroom
Beyond Recovery: Designing Fire-Resilient Landscapes & Infrastructure

Moderator: Jenna Shimmin, Eastern Municipal Water District

Presentation by: Douglas Kent MS, MLA

Robert M. De Nichilo, Nordberg/DeNichilo Attorneys at Law

Andrew Amante, Orange County Fire Authority

Madeline Wood, City of Santa Barbara

What happens when fire recovery and water efficiency collide? This session explores how fire-resilient landscapes are reshaping utility programs and planning efforts. Doug Kent will kick things off with insights from this year's Eaton Fire, followed by a panel discussion featuring legal, utility, and fire safety experts. Together, they'll unpack how agencies can support smarter, safer landscape design and infrastructure before and after wildfire strikes.

10:45 a.m. – 11:00 a.m. — **Break**

11:00 a.m. – 12:15 p.m. **Grand Ballroom**

Controversial Statements Uncensored: Retiree Edition

Moderator: Carrie Pollard, Marin Water

Bill McDonnell, Retired (Metropolitan Water District of Southern CA)

Joe Berg, Almost Retired (Municipal Water District of Orange County)

Chris Dundon, Retired (Contra Costa Water District)

John Koeller, Experienced (MaP Testing)

Freed from the constraints of public agency life, this panel of (mostly) retired water efficiency pros is ready to say what everyone else is only *thinking*. In this lively, no-filter session, panelists will respond to rapid-fire yes/no statements on hot topics in policy, programs, and the future of conservation—no fence-sitting allowed. The audience will join the fun too, working in table groups to stake out their own positions before hearing the panel weigh in. Expect strong opinions and good-natured debate.

12:15 p.m. – 1:15 p.m. — **Lunch** **Skyline A**

Sponsored by Moen Featuring CalWEP's Awards Ceremony

1:15 p.m. – 1:45 p.m. — **Desserts and Exhibitors** **Grand Ballroom**

Breakout Sessions

Tracks: | **Making Compliance Count** | **Solutions in Action**

1:45 p.m. – 3:10 p.m. **Grand Ballroom**

| **Making Compliance Count** | **Charting the Course to Compliance: CII BMPs Shark Tank**

Moderators: Melissa Matlock, California Water Efficiency Partnership and

Kim O'Cain, California Data Collaborative

Charles Bohlig, East Bay Municipal Utility District

Justin Finch, Moulton Niguel Water District

Maureen Erbeznik, Maureen Erbeznik and Associates

Developing BMPs for CII customers under California's new regulations can feel overwhelming—but you don't have to do it alone. In this hands-on session, water agency staff will team up to brainstorm and build practical, scalable program ideas to meet CII requirements. Then it's time to pitch: selected teams will present their concepts to a panel of "sharks" for feedback, scoring, and bragging rights. Whether you're presenting or observing, you'll walk away with real examples, creative strategies, and a clearer path to CII compliance.

Day 1: Wednesday, May 29, 2024, continued

1:45 p.m. – 3:10 p.m.Skyline B

| **Solutions in Action** Growing Your Team: Strategies for Workforce Development & Retention

Moderator: Michelle Maddaus, Maddaus Water Management
Tiffany Baca, Water Energy Education Alliance & Municipal Water District of Orange County

With new regulations rolling out and workloads growing, water agencies need strong teams more than ever. But how do you find the right people—and keep them? This session brings together experts and peers for an engaging conversation about workforce development, from recruiting interns and early-career staff to retaining top talent and growing internal capacity. Whether you’re building a team from scratch or just trying to hang onto the great folks you have, this session offers practical strategies, creative ideas, and space to share what’s working and what’s not.

3:10 p.m. - 3:35 p.m. — Break

3:35 p.m. - 4:45 p.m.Grand Ballroom

| **Making Compliance Count** Navigating Future Troubles (NFT): Beyond the Lawn - Scaling California’s Landscape Future

Moderator: Debby Dunn, San Diego County Water Authority
Juan Garcia, Irvine Ranch Water District
Regina Hirsh, Watershed Progressive
Julie Schrock, Moulton Niguel Water District
Brandon Burgess, Chino Basin Water Conservation District
Krista Guerrero, Metropolitan Water District of Southern California

As demand for landscape transformation grows—driven by new regulations and turf replacement efforts—agencies are hitting familiar walls: rising costs, limited plant supply, and strained program budgets. How do we scale responsibly without sacrificing impact? This session brings together voices from water agencies and the landscape world to explore the supply chain and funding realities behind outdoor water conservation. Along the way, we’ll spotlight how successful programs are partnering with communities and adapting to meet local needs. Whether you’re running rebates, planning regional rollouts, or just trying to source enough native plants, you’ll find honest dialogue and potential solutions in this timely conversation.

3:35 p.m. - 4:45 p.m.Skyline B

| Solutions in Action Speaking Their Language: Effective Communication with Commercial Customers

Moderator: Cora Snyder, Pacific Institute

David Miller, Hyatt Regency

Francisco Luna, Marriott

Allan Pascual, Irvine Ranch Water District

The CII sector isn't one-size-fits-all—franchise rules, remote ownership, shifting tenants, and razor-thin margins make engagement tricky. But with new regulations like AB 1572 and Making Conservation a California Way of Life, these customers need to act. So how do we speak their language? In this session, you'll hear directly from industry representatives about what resonates, what misses, and how agencies can better connect with commercial partners. Get ready for candid insights, fresh perspectives, and practical tips for building partnerships that drive real water savings.

4:45 p.m. - 6:30 p.m.California Courtyard

Reception Sponsored by Old Castle Infrastructure

Featuring Live Music from *Six More Weeks of Winter*

After a day of collaboration and learning, join your colleagues in the California Courtyard from 4:45 to 6:30 for happy hour courtesy of Old Castle Infrastructure.

Enjoy the smooth stylings of *Six More Weeks of Winter*, a band formed by CalWEP members who know their way around both a stage and a smart irrigation controller.



Day 2: Thursday, May 29, 2025

8:00 a.m. – 9:00 a.m. — Light Breakfast and Exhibitors Grand Ballroom

8:15 a.m. - 9:00 a.m. Skyline B

Optional Session: Making Conservation a CA Way of Life 201

Michelle Maddaus and Nicki Powell, Maddaus Water Management

Ready to go beyond the basics? This optional session builds on the 101 with a deeper dive into implementation strategies, agency responsibilities, and program alignment under the Making Conservation a California Way of Life regulation. If you’re gearing up to lead compliance efforts or just want to sharpen your understanding, this session is for you.

9:00 a.m. - 9:45 a.m. Grand Ballroom

Second Annual Conservation Cup: Family Feud Edition

Host: Greg Bundesen, Sacramento Suburban Water District
Northern California vs. Southern California

Survey says . . . it’s time for another round of fast answers, friendly competition, and conservation trivia! Back by popular demand, the Conservation Cup returns with a Family Feud twist. Two teams of water efficiency pros will battle it out on stage, guessing the most popular responses to survey questions sourced straight from our community. Hosted by the always-entertaining Greg Bundesen, this session is part game show, part brain workout, and 100% fun. Come cheer on your colleagues and test your own knowledge—you might just walk away a little smarter *and* with sore cheeks from laughing.

9:45 a.m. - 11:00 a.m. Grand Ballroom

World Café: Collaborative Solutions to Common Problems

Sarah Musiker, California Water Association
Amelia Herndon-Steen, Santa Margarita Water District

Grab a seat, share your ideas, and get ready to move—this interactive World Café session is all about collective problem-solving. In a series of small-group conversations, you’ll rotate tables to explore key challenges facing our industry, from staffing to implementation to customer engagement. Each round brings new voices, new perspectives, and new opportunities to connect. Whether you’re looking for inspiration, practical advice, or just a chance to swap stories with fellow water pros, this session delivers. Come ready to talk, listen, and co-create solutions together.

11:00 a.m. - 11:15 a.m. — Break

Breakout Sessions

Tracks: | **Making Compliance Count** | **Solutions in Action**

11:15 a.m. - 12:15 p.m. **Grand Ballroom**

| Making Compliance Count Bridging the Gap: Where Operations & Efficiency Meet on Water Loss

Moderator: Rachel Davis, Municipal Water District of Orange County
 Amy McNulty, Irvine Ranch Water District
 Tom Eastman, South Coast Water District
 Charles Bohlig, East Bay Municipal Utility District
 Melynda Holm, Golden State Water Company

Water loss control lives at the intersection of operations and efficiency, but those teams don't always speak the same language. This session brings together voices from both sides to explore how collaboration, data sharing, and aligned goals can lead to real progress. Hear from agencies tackling water loss from different angles and walk away with ideas for breaking silos, building bridges, and getting results that stick.

11:15 a.m. - 12:15 p.m. **Skylight B**

| Solutions in Action Designing the Future: A WUE Co-Funding Lab

Moderator: Megan Chery, Environmental Incentives
 Rachel Waite-Harvey, Municipal Water District of Orange County
 Grant Sharp, Orange County Public Works
 Haley Munson, Elsinore Valley Water District
 Elizabeth Medrano, Southern California Gas Company

Need funding for your next water efficiency program? This hands-on session introduces a framework for actually designing "stacked incentive" programs—leveraging multiple partners to boost impact. You'll hear real-world case studies, then roll up your sleeves in a guided design sprint to create your own partnership-driven program idea. Whether you're focused on landscapes, indoor savings, or CII, you'll leave with new ideas, co-benefit strategies, and potential collaborators to take your vision further.

12:15 p.m. - 1:15 p.m. — **Lunch** **Skylight A**

Sponsored by Metropolitan Water District of Southern California

1:15 p.m. - 2:00 p.m. **Grand Ballroom**

| Making Compliance Count Beyond the Buzzword: Real AI Applications for Water Managers

Melissa Matlock, California Water Efficiency Partnership
 Maureen Erbeznik, Maureen Erbeznik & Associates

Everyone's talking about AI, but what does it actually mean for water efficiency? This session explores real-world applications of artificial intelligence, from customer

Day 2: Thursday, May 29, 2025, continued

engagement to program targeting to operational efficiency. Join Melissa Matlock and Maureen Erbeznik as they demystify AI and share practical ways it’s already being used by agencies like yours. Whether you’re curious or cautious, you’ll leave with a clearer view of how AI can support your work—without the hype.

1:15 p.m - 2:00 p.m. Skyline B

Solutions in Action Pathways to Inclusive Water Programs: Building an Equity and Engagement Assessment Tool

Amanda Christophe, Alliance for Water Efficiency
Linda Vo, California Water Efficiency Partnership

How can water agencies design programs that serve all communities more effectively? Join this interactive session to help shape a new resource focused on equity, engagement, and community impact. Facilitators will introduce early concepts for a practical assessment tool, then gather feedback and ideas from you. Your input will help guide future development—so if you’ve got thoughts on inclusion, communication, or outreach, pull up a chair and join the conversation.

2:00 p.m. – 2:30 p.m..... Grand Ballroom

Break and/or Matchmaking Activity

Grab a snack, stretch your legs, and maybe meet your water world counterpart! During this break, we’ll offer a light matchmaking activity to help connect people across agencies, job roles, and experience levels. Whether you’re looking to mentor, be mentored, or just swap stories with someone from a different kind of agency, this is your moment. Come for the candy, leave with a new contact (or two).

2:30 p.m. - 3:00 p.m. — Closing and Contest Winners Announced. . Grand Ballroom

3:00 p.m. - 4:30 p.m. — Optional Tour

Orange County Groundwater Replenishment System (GWRS)

The Orange County GWRS stands as a global leader in water purification and reuse. A collaborative effort between the Orange County Water District and the Orange County Sanitation District, the GWRS transforms highly treated wastewater that would have been discharged into the Pacific Ocean into a reliable, high-quality water source. Utilizing a three-step advanced treatment process—microfiltration, reverse osmosis, and ultraviolet light with hydrogen peroxide—the system produces up to 130 million gallons of water per day, meeting or exceeding all state and federal drinking water standards. This innovative approach not only provides water for over 1 million residents but also reduces reliance on imported water, decreases wastewater ocean discharge, and serves as a model for sustainable water management worldwide.

Exhibitors

**CalWEP thanks our exhibitors for supporting Peer to Peer 2025.
Please visit the exhibits during meals and breaks!**

Aquatrax

Website: aquatraxsolutions.com
Contact: Amit Sharma
Phone: (949) 929-2607
Email: amit.sharma@aquatraxsolutions.com

DCSE, Inc.

Website: dcse.com
Contact: Masoud Hoseyni
Phone: (949) 465-3407 and (310) 383-8959
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E Source

Website: esource.com/public/water-loss
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Eagle Aerial Solutions

Website: eagleaerial.com
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Phone: (714) 754-7670 ext. 700
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info@eagleaerial.com

Flume

Website: flumewater.com
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Phone: (805) 705-2590
Email: joe@flumewater.com

Hunter Industries

Website: hunterirrigation.com
Contact: Mike Madewell
Phone: (760) 583-4479
Email: Michael.madewell@hunter.global

Moen

Website: moen.com/calwep
Contact: Allison Demko
Phone: (216) 970-9610
Email: Allison.demko@moen.com

Niagara

Website: pro.niagaracorp.com
Contact: Lupe Serrano
Phone: (714) 454-4268
Email: lserrano@niagaracorp.com

Old Castle Infrastructure

Website: <https://oldcastleinfrastructure.com/solutions/non-revenue-water-leak-detection/>
Contact: Chris Cummings
Phone: (760) 803-9420
Email: Christopher.cummings@oldcastle.com

Rain Bird Corporation

Website: rainbird.com
Contact: Rick Foster
Phone: (626) 812-3440
Email: rfoster@rainbird.com

Sensor Industries

Website: sensorindustries.com
Contact: Nick Benz
Phone: (805) 312.3065
Email: nick.benz@sensorindustries.com

Southern California Gas Company

Website: <https://www.socalgas.com/savings/energy-saving-tips-and-tools/energy-efficiency-programs>
Contact: Carlo Gavina
Email: CGavina@socalgas.com

Turfgrass Water Conservation Alliance

Website: tgwca.org
Contact: Jack Karlin
Phone: (541) 452-2466
Email: jack.karlin@tgwca.org

WaterWise Consulting, Inc.

Website: waterwise-consulting.com
Contact: Ajay Dhawan, President
Phone: (888) 987-9473
Email: adhawan@waterwise-consulting.com

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Ryan Bailey, California
Department of Water
Resources

Thomas Hawes, U.S. Bureau of
Reclamation

Troy Thompson, U.S. Bureau of
Reclamation

Thank you to CalWEP's 2025 Peer to Peer Planning Committee

Michelle Adams
Western Municipal Water District
Greg Bundesen
Sacramento Suburban Water District
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Debby Dunn
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